

Zest Health

Category:

Best Startup

Company Name:

Zest Health

Turnover and/or Funding:

Zest Health-the first value-based virtual care company focused on inflammatory skin diseases-raised \$13 million in seed funding in February 2025, led by health incubator Roivant Health. The funding will accelerate Zest's expansion through value-based contracts with employers and payers, bringing high-quality dermatology care to more people with conditions like psoriasis and eczema.

Sub-Category:

Medical Technology / Digital Health

Corporate history (creation, key milestones, main funding,...)Information on Condition / Disease and need for solution / product (prevalence, existing treatments / solutions):

Eczema and psoriasis affect over 200 million people globally. These chronic inflammatory skin conditions aren't just uncomfortable--they significantly impact quality of life, drive up healthcare costs, and increase the risk of long-term comorbidities like diabetes, cardiovascular disease, inflammatory bowel disease, and mental health conditions.

Yet despite prevalence, patients often face barriers to care. In the U.S. alone, over 40 million eczema and psoriasis patients often wait up to six weeks for a dermatology appointment, and once seen, are usually rushed through brief, transactional visits. Treatment protocols often skip past less invasive, more holistic approaches and default to self-injected biologics. While effective when necessary, this treatment paradigm is very expensive, and can also be invasive, stressful, and introduce side effects.

Zest Health, founded in 2023 by healthcare executive and psoriasis patient Olivia Deitcher, is the first value-based dermatology company that is reimagining how chronic

skin conditions are treated: continuously rather than episodically. After raising a \$13M seed round in February 2025--led by health incubator Roivant Health--Zest is expanding access to high-quality dermatology care through partnerships with employers and payers via value-based contracts.

Unlike traditional / fee-for-service models, Zest is designed to meet patients in the moment--whether they're starting a new therapy, managing a flare, or seeking a second opinion. Providers are incentivized to take the time to truly understand each patient's needs, carefully calibrate, and personalize care in ways that improve outcomes while reducing unnecessary cost.

Zest's wraparound care model includes:

- Next-day virtual visits
- 24/7 access to care team via chat
- Evidence-backed deprescription protocols
- Personalized treatment plans which include lifestyle changes, OTC products, alternative therapies, and more, ensuring patients get the relief they need in the least invasive manner
- Proactive monitoring of comorbidities
- Data-informed treatment adjustments and education
- Validated clinical tracking tools, including the Dermatology Life Quality Index (DLQI)

Zest Health isn't just addressing a gap--it's redefining what's possible in chronic disease care. By combining clinical rigor, tech-enabled access, and value-based incentives, Zest is proving that dermatology can be proactive, data-driven, and truly patient-first.

History of the development of the solution/product (Intellectual Property, preclinical and clinical datas, development collaborations):

Living with psoriasis, Olivia Deitcher saw firsthand how traditional dermatology care was fragmented, slow, and overly reliant on costly specialty drugs. As someone already working in healthcare at the medicine and tech incubator Roivant, she became increasingly aware of how little innovation had touched this space--despite the clinical and economic burden it represents.

Driven by her own experience with psoriasis and industry insight, Olivia began developing the concept for Zest Health, which was founded in 2022. Her goal was to design the dermatology experience she wished existed: one that's fast, personalized, continuous, and grounded in both clinical outcomes and empathy. She also wanted to build a care model that looked beyond just prescribing biologics--some of which cost

\$50,000-\$100,000 per member per year and are growing 15% annually.

Zest's model combines evidence-backed virtual care delivery with a proactive, data-driven approach to symptom management, deprescription where possible and, ultimately, sustainable chronic disease care. By partnering with health plans and employers on value-based contracts, Zest is showing that better access and smarter design allows its members to access the high-quality dermatology care they deserve, leading to both better outcomes and lower costs.

Zest providers are specialized in eczema and psoriasis, as well as holistic and lifestyle recommendations to complement more traditional treatment approaches. Also, by bringing telehealth to dermatology, Zest is unlocking new opportunities for providers as well as patients.

Zest's approach is grounded in a strong evidence base:

- Early intervention in chronic inflammatory conditions like psoriasis reduces risk of long-term comorbidities such as diabetes, cardiovascular disease, and depression (PMC9751903).
- Personalized, relationship-based care--like that seen in primary care--can reduce total costs by an average of 27.4% (PMC9793026).
- A 2019 study found that up to 50% of psoriasis patients discontinued the biologic originally prescribed to them, highlighting how poor long-term fit and insufficient follow-up can worsen outcomes (PMID: 31424706).
- Virtual care enhances access and satisfaction: 96% of patients report care that's equal or better than in-person, and 78% say it improved their access (Doximity 2024).
- Average wait time for an in-person dermatology appointment is 36.5 days--up 50% since 2004 and 6% since 2022 (2025 Survey of Physician Appointment Wait Times)
- 94% of patients that previously used telehealth stated they would use it again. In fact, most patients reported preferring telehealth over in-person care for prescription refills (80%), reviewing medication options (72%) and discussing test results (71%) (J.D. Power 2022 U.S. Telehealth Satisfaction study)

Zest's own clinical outcomes further validate this approach:

- 83% of members report improved quality of life after just three visits
- 57% achieve clear or near-clear skin within that timeframe
- 66% of high-cost members on biologics are transitioned to lower cost alternatives that maintain or improve the clinical results they saw on a biologic

Why this drug or device is innovative, the broad implications for future research, and/or how it will improve the human condition:

Zest offers a scalable blueprint for modern specialty care--one that's more human, precise, and adaptive to a patients' unique needs. As the use of high-cost therapies like biologics and GLP-1s continues to rise, Zest proves that value-based, tech-enabled care can deliver better outcomes and reduce unnecessary costs. This is more than a dermatology solution-it's a model for transforming chronic disease management across the board.

As the first-ever value-based virtual dermatology company, Zest is filling the gap for chronic skin conditions like eczema and psoriasis which have until now been left behind when it comes to innovations in care, despite the fact that these conditions drive long-term costs and significantly impact quality of life.

Zest offers next-day virtual access to providers who specialize in eczema and psoriasis, 24/7 support, educational tools, deprescription protocols, and data-informed care plans tailored to the individual.

For members, this translates to a higher standard of care: timely treatment during flares, close monitoring of new therapies, and access to providers who are incentivized to spend the time needed-not to rush through visits. 83% of patients experience an improved quality of life and more than half achieve clear or near-clear skin--both within just three visits.

Beyond the realm of dermatology, Zest is also a proof of concept for a new kind of value-based care-one focused not on prevention, but on making specialty treatment more logical, more efficient, and more sustainable. While many value-based models focus on avoiding future cost through preventive care, Zest has proven that it's possible to reduce spend and improve outcomes by optimizing treatment pathways both ahead of and in real time.

Biologic spend is projected to grow 15% YoY, 7x more than GLP-1s. Zest's approach makes more economic sense for both patients and payers within the system, creating an economic incentive to increase the quality of care--our employer and health plan partners see a 1.5-3x ROI, primarily from reduced pharmacy spend.

Zest isn't just improving outcomes for its members--it's expanding the boundaries of what value-based care can look like. In doing so, it offers a new path forward for high-cost, specialist-driven conditions that have long been excluded from innovation.

Please provide appropriate references (PubMed, Abstract, Website):

<https://assets.doxcdn.com/image/upload/pdfs/doximity-state-of-telemedicine-report-2024.pdf>

<https://pmc.ncbi.nlm.nih.gov/articles/PMC9751903/>

<https://pmc.ncbi.nlm.nih.gov/articles/PMC9793026>

<https://pubmed.ncbi.nlm.nih.gov/31424706/#:~:text=We%20also%20identified%20a%20subgroup,practices%20for%20patients%20and%20providers>

<https://assets.doxcdn.com/image/upload/pdfs/doximity-state-of-telemedicine-report-2024.pdf>

<https://www.zesthealth.com/resources/zest-health-announces-13m-in-funding-to-curb-unnecessary-pharmaceutical-spend>

<https://www.healio.com/news/dermatology/20250319/medicine-is-in-crisis-future-of-dermatology-relies-on-telehealth>

<https://www.jdpower.com/sites/default/files/file/2022-09/2022132%20U.S.%20Telehealth.pdf>

References File Document upload:

[Zest Health_WhitePaper.pdf](#)